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AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING

NUMBER 244

JANUARY 1984



"We all know how to shut our mouths... but few of us know when!"

-Alfred E. Neuman

WILLIAM M. GAINES publisher

ALBERT B. FELDSTEIN editor

LEONARD BRENNER art director

TOM NOZKOWSKI production

NICK MEGLIN senior editor

JOHN FICARRA associate editor

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CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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PAS	T-ASIDES DEPARTMENT Famous Quotations And How The People Back Then Reacted To Them	
RE-V	VEDDED BLITZ DEPARTMENT You Know You're In A Second Marriage When	
	LOCK-WATCHING DEPARTMENT "Asinine To Five" (A MAD TV Show Satire)	
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THR	EE ARE A MATCH DEPARTMENT MAD's Multiple Choice TV Scene Test	
VIRI	LITEASE DEPARTMENT Macho Is	

**Various Places Around The Magazine

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VITAL FEATURES

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"PSYCHO, TOO" (A MAD Movie Satire) Pg. 44

LETTERS DEPT.



MAD E.S.P. MANIA

As a faithful reader of MAD for many years, I have finally experienced a MAD E.S.P. encounter of the third kind. In MAD #241, "Merchandising We're Almost Sure To See And Hate!," you had Star Wars mouth wash with Darth Vader on the bottle. After reading this I went to the store and discovered your idea wasn't as far-fetched as it seemed. There were (no lies, guys) actual little bottles of Star Wars cologne and bubble bath on the shelves with Darth Vader on the labels. Tell the truth, do you guys get "leaks" from big corporations about upcoming products or do you actually have a psychic on your payroll?!?'

Debbie Maples San Antonio, TX

Vestal, NY

Well, yet another MAD prophecy has come true! in MAD #226 you introduced "Blah, Barfy Ballpark Beer" which was 80% tap water. Well, some nimnods in Ohio have come up with a beer that has half an ounce of alcohol per brew. The only problem is to get even a little happy requires a larger intake than the human bladder can hold! It just goes to show you that I'm not the only idiot who reads MAD! Heather Hubbell

Recently, while thumbing through a magazine, I came across an ad for a talking toilet seat and immediately related it to "MAD's Updated Practical Joke Catalogue" (MAD #233) in which you showed your version of the "talking toilet device." Congratulations, guys! Another MAD E.S.P.!

Tom Coutant Fort Ann, NY

Hilarious Talking Causes unbelievable commotion at home or at parties. No more rest in your rest-room! When victim sits down "someone down there" speaks out (LOUD & CLEAR). "Hey, can't you see I'm working down here?" or other funny comments followed by almost a minute of raunchy laughter. Attached or removed in seconds. Attractive, completely concealed sound unit that fits all toilets and contains a number of funny savings. Operates on standard battery. Real surprise for party poopers! Toilet

The Talking Toilet Ad "Good Taste Is Timeless"

for party poopers|

SILLY NONSENSE

One of my friends said that on the cover of your Silly Nonsense special there was a picture of Ronald Reagan. Well, there were three pictures on the cover. Which one was Reagan?

Andrew Marino Little Falls, NJ

I loved your spoof"Re-Hash Of The Jeti." The acting in your satire was better than the acting in the movie!

Joseph Doria Colorado Springs, CO

Concerning your "Re-Hash Of The Jeti" -may the barf bag be with you!

C.A. Rosenberg Denver, CO

I gotta give you a Han. You guys R2 much! Yoda best magazine around! Jabba lot of fun doing it? MAD is the Obi-Wan for me!

Peter Emslie Ottawa, CANADA

You make us Luke good!—Ed.

As per your request, enclosed please find a posed picture of me reading your "Re-Hash Of The Jeti" satire. Also enclosed is a picture of my real reaction to your magazine, which



Mark Hamill—Posed

THE *A* TEAM

After writing all those miserable things about Mr. T and "The A Team," I hope you guys were smart enough to get out of town! Randy Dotinga Chula Vista, ČA

Stan Hart deserves a purple heart for having to watch "The A Team" in order to write the satire. He described this "asinine" show to a "T."

Michael H. Tavares E. Taunton, MA

I pity the fool magazine that makes fun of Mr. T and "The A Team."

Richard Fried Brooklyn, NY

YOU'RE NEVER REALLY 100% SURE...

... whether the letter you sent to MAD is ever delivered by the Post Office . . . if it's ever actually read by anyone on the MAD staff ...or whether MAD will show the good taste and judgement in publishing it on the letters page!

David Giarrusso Liverpool, NY

SHARK SKINNED

I have been waiting for a satire of "Jaws 3-D." When am I going to see it?

Melissa Boylan Albany, NÝ

Never! We're satirists, not bomb experts!—

I read your "Re-Hash Of The Jeti" and I noticed that Han Solo has three names-Ham Yoyo, Ham Solo and Ham Yoho. Come on, guys! Make up what little mind you have! Jada Jackson

After seeing the cover of MAD #242, I finally know what the initial "E" stands for in Alfred's name-Alfred "Ewok" Neuman. The truth is out!

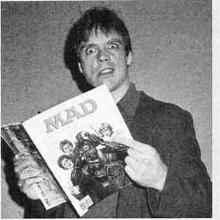
Thomas J. (for Jedi) LaGravinese Pelham, NY

Also: Mike A, Newport MN; Connie Love, Dearborn Heights, MI; Mike Graham, Lub-

I'm sure you'd never be dumb enough to print!

Mark Hamill New York, NY

Somewhere, USA



Mark Hamill—Aghast

ALFRED LIVES!

I thought you'd be interested in seeing a real live Alfred E. Neuman!

Nancy Davies Meridian, ID



Another Alfred Look-Alike (His Mother Loves Him)

Please Address All Correspondence To: MAD, Dept. 244, 485 MADison Avenue New York, New York 10022

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MAT

WE'VE COME UP WITH ANOTHER





ECCH-MAS GIFT LIST!

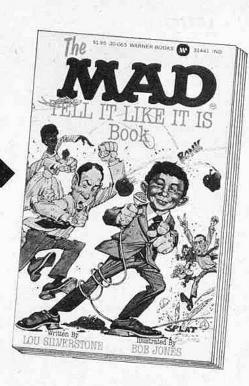
Mainly, this latest MAD Paperback Book!

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(THEY'RE AN ECCH-CEPTIONAL VALUE!)



MAD

MAD-LY

YOURS

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	The Non Violent MAD	☐ MAD About Town
	The Rip-Off MAD	☐ Big MAD On Campus
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	The Pocket MAD	□ DON MARTIN Bounces
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	Steaming MAD	DON MARTIN Cooks
	MAD at You	DON MARTIN Comes o
	The Vintage MAD	DON MARTIN Carries C
	Hooked on MAD	DON MARTIN Steps Fu
	The Cuckoo MAD	DON MARTIN Forges A
	The Medicine MAD	DON MARTIN Digs Dee
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ō	DON MARTIN Forges Ahead
ŏ	DON MARTIN Digs Deeper
ŏ	DON MARTIN Grinds Ahead
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	DAVE BERG Looks at People
	DAVE BERG Looks at Things
	DAVE BERG Modern Thinking
	DAVE BERG Our Sick World
	DAVE BERG Looks at Living

1	MAD Barfs	F	5th MAD Report on SPY vs. SPY
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ì	DON MARTIN Bounces Back		
ì	DON MARTIN Drops 13 Stories	님	A MAD Look at TV
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ı	DON MARTIN Comes on Strong		
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	DON MARTIN Forges Ahead		
	DON MARTIN Digs Deeper		AL JAFFEE's Monstrosities
	DON MARTIN Grinds Ahead		Still More AL JAFFEE's Snappy Ans
	DON MARTIN's Captain Klutz II		AL JAFFEE MAD Inventions
	DAVE BERG Looks at the U.S.A.		Lord! Another JAFFEE Snappy Answ
	DAVE BERG Looks at People		AL JAFFEE Freaks Out
	DAVE BERG Looks at Things		ARAGONES "Viva MAD"
	DAVE BERG Modern Thinking		ARAGONES MAD about MAD
	DAVE BERG Our Sick World		ARAGONES MAD-Iv Yours
	DAVE BERG Looks at Living		ARAGONES In MAD We Trust
	DAVE BERG Looks Around		ARAGONES MAD as the Devil
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	П	MAD Talking Stamps The MAD Jumble Book
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	H	MAD Around the World
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		MAD Goes Wild
		Get Stuffed With MAD
	ш	MAD Jock Book
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ers		MAD Guide to Careers
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	H	The MAD Worry Book
	H	MAD Weirdo Watchers Guide
	H	MAD Ctarr
	1	MAD Stew The Sound of MAD EDWING Bizarre Bazaar
	1	FOWING Disease Design
	H	EDMING BIZAITE BAZAAT
		EDWING Almost Superheroes

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Swinging MAD MAD Overboard

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SuperMAD

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□ The Eggs-Rated MAD
□ A MAD Carnival

MAD Clowns Around

The MAD Treasure Chest

Abominable Snow MAD

MAD About The Buoy

I ENCLOSE \$1.95 FOR EACH (Minimum Order: \$5.85)



There are two really fun pastimes in the world today. One is kids playing Computer Games...and the other is adults preparing for a Thermonuclear War! So naturally, Hollywood, always interested in making a fast buck, combined them both recently in a film which we'll call...

Attention, visitors! Here at "NO-RED," our nation plans its nuclear strategy and tracks Soviet missile activity! In short... the very existence of the Free World is in the hands of these expert technicians!

Sir...
the
Russians
have
deployed
twenty
more

Sir...ten more Soviet atomic submarines with missile launchers are now in the Pacifiel

OUR CONGRATULATIONS TO COL. AND MRS. SIDNEY MURGATROYD ON THEIR EIGHTEENTH WEDDING ANNIVERSARY

A BIG NO-RED WELCOME TO ALL THE MEMBERS OF THE MOLINE, ILL, ELKS CLUB, WHO ARE VISITING US TODAY

I told you a million times! Don't ever hire a technician who worked a Computerized Scoreboard at a

We call this
"WOPPER"! It
stands for
"War Operations Prompt
Planning &
Emergence"!



ARTIST: MORT DRUCKER









Oh, my God!! How awful!! get sick just thinking about it!

Cheer up, Sir, You can always switch your furlough to Atlantic City!!

Oh, sure .for Blackjack maybe!! But without Wayne Newton?!?

SCRAMBLE ALL OUR BOMBERS! LAUNCH MISSILES! THEY'RE **GONNA PAY** FOR THIS!

Hold it, General!! That was no enemy attack! Someone on the outside plugged into Wopper and is playing a computer game!!

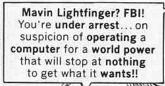
Yeah... Vegas is okay... but you should see Pittsburgh!

They-they **NUKED** it?!

No... but you should see it! All those dull steel millsand not a decent cocktail lounge for miles! I mean BORRRRING!







Y-you think I'm a Soviet agent?! No. we think you're with the CIA!!

Sir... we picked up the CIA agent who was fooling around with our computer system! Boy, those CIA guys infiltrate **EVÉRYTHING!!**

Hold your tongue, fellah! I happen to be with the CIA!

Hey, no kidding?! So am I!! You think we should let our buddy go free ...?

Listen, I'm not an agent for ANYBODY! Gee, all I did was accidentally get involved with a computer that's programmed to destroy the world!





Kid, you're obviously a Commie spy! But how could anyone lock into the world's most secured and tamper-proofed computer system?! You're a-a brilliant Nobel Prize Scientist, right??

Actually, I'm a Senior at Malibu High School, studying Advanced Body Surfing and Intermediate Boozing!

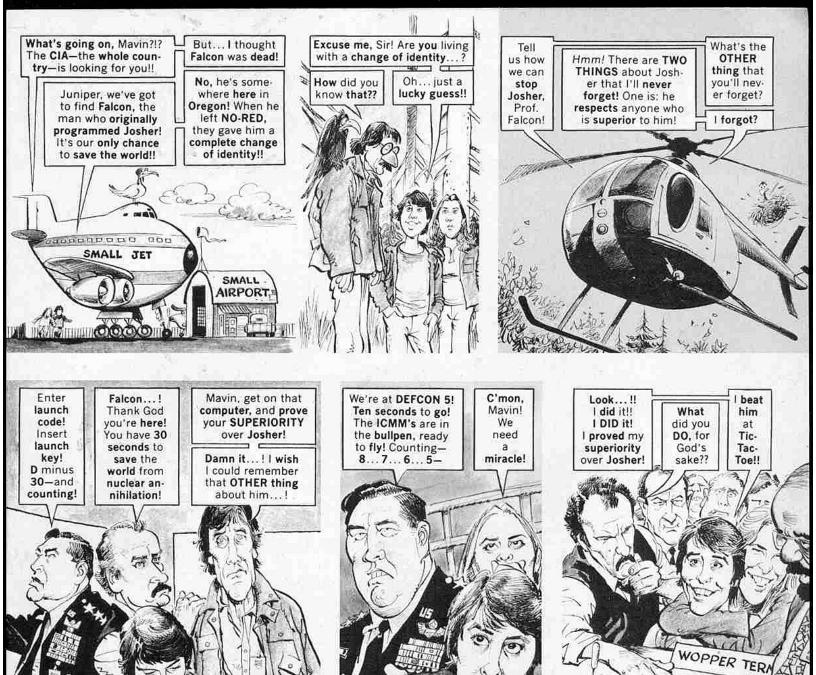
That's close enough!!

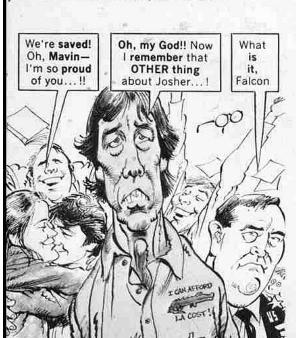
Look, McKidtricks... the Commie agent is escaping with that TOUR GROUP! Weren't you supposed to punish him for that terrible thing he did to us?!?

General... how would YOU like to travel 2,000 miles in a bus with 59 Shriners, 47 shpritzing flowers and 38 whoopie cushions?!

When it comes to FIENDISH TORTURE, you CIA guys can't be beat!!











BEDSHEFT SIGNS WE'LL

YOU ARE WATCHING A RE-RUN! THIS GAME WAS PLAYED IN 1977!

Show this sign on TV and win payola from

FORD

This game has Been fixed by Four Guys From MOBOKEN

THE PRO
FOOTBALL
HALL OF
FAME IN
CANTON, OHIO
IS A
TOURIST
RIPOFF

Each team has 3 time-outs left! that means 18 more commercials

WHILE YOU'RE ENJOYING
THIS CRAP, ANOTHER
3,000 HUNGRY KIDS
WILL BE BORN IN
BANGLADESH

The last guy GIFF. Said was shaken up could be DEAD! GUESS WHY THEY
WON'T LET #96
SHOWER WITH
THE OTHER GUYS!

NEVER SEE ON TV

ARTIST: BOB CLARKE WRITER: TOM KOCH

AFTER MASH

IS APPEARING ON CB5

AT THIS VERY MINUTE

this is the season's 197th TELEVISED GAME. Do you really care

who wins it?

THAT UGLY BROAD IN THE STANDS THEY KEEP SHOWING ON TV IS THE PRODUCER'S NIECE!

WITH ALL THIS RACKET ON YOUR TV. A BURGLAR COULD BE RANSACKING YOUR HOUSE

YOU'RE LUCKY YOU'RE NOT HERE! THE BEER COSTS \$2,50 A CUP!

It's AFTER 11 PM. DON'T YOU HAVE TO GET UP EARLY?

Visit Mona's Massage Parlor later tonight and meet your favorite players in person

MR. COSELL'S HAIRPIECE FURNISHED CUDDLY COLLIE BREEDING KENNELS

DANDY DON IS THE FATHER OF MY CHILD

THIS GAME HAD 21,468 "No-SHOWS" WHICH SHOULD TELL YOU SOMETHING



... never crying out when the hot cheese on pizza burns you so badly that loose skin hangs from the roof of your mouth for a week.



... saving your most vicious Halloween prank for the guy in the neighborhood who's a cop.



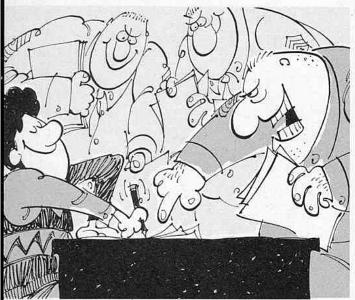
....buying unshelled walnuts so you can show off for girls by holding them against your forehead while you crack them open with your bare fists.

VIRILITEASE DEPT.

For centuries, "macho" behavior was a device used by Latin men to flaunt their alleged superiority over women. Later, it was picked up by American men to flaunt their imagined superiority over other men as well as women. Now, some men have expanded



ARTIST: PAUL COKER



...signing documents without bothering to read them first—at a Marine Corps Recruiting Office.



...letting everyone know you've left your seat belt unfastened when they announce that you'll be flying through turbulence.



... hanging around a hotel where there's a convention of Women's Lib Activists for the avowed purpose of "...picking up broads."



...diving right into the pool without testing the water temperature with your big toe first.

it to prove their masculinity to themselves as well as to other men and women. As a result, being "macho" doesn't necessarily make a guy look superior any more. Often, it just makes him look ridiculous. To give you an idea, here are examples to show what





...happily going to jail for a felony crime you didn't commit, just to impress your friends who never do anything worse than minor misdemeanors.



... consuming 23 gallons of Tabasco a year ... and not one single ounce of mayonnaise.



...taking your lunch along to the theater so you can make a point of eating it with gusto while you watch "The Texas Chain Saw Massacre."



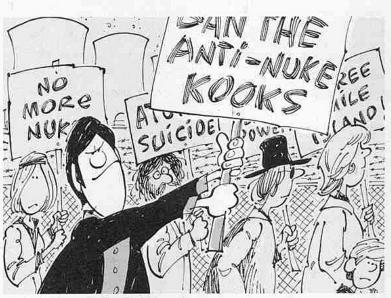
...screwing the lid back on a peanut butter jar so tightly, no one else can get it off without using a plumber's wrench.



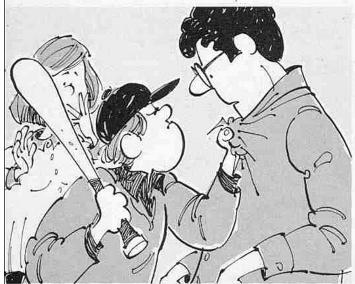
...attracting lots of attention in the High School Cafeteria by peeling an apple with an Army bayonet.



...requesting only one present for your twelfth birthday-a gift certificate to a tattoo parlor.



...demonstrating in favor of more nuclear reactors, on the grounds that only sissies are afraid of getting radioactive.



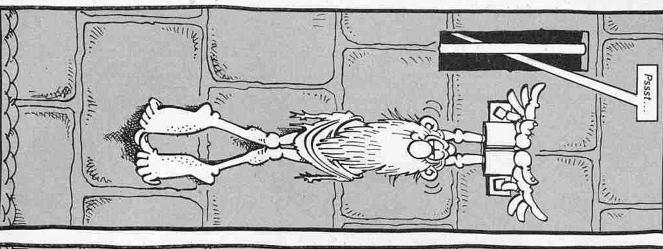
...threatening to break the knee-caps of the guy who got your Sister pregnant—even though 12 the rat's been married to her for three years.

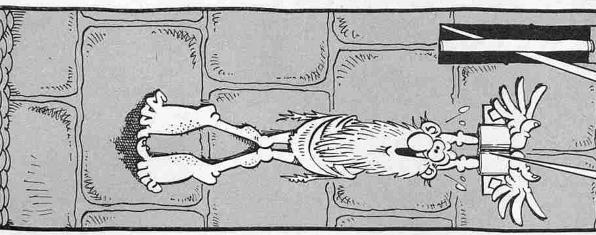


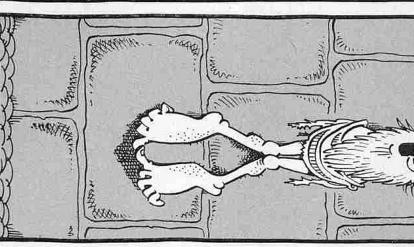
...wearing a leather jacket in Summer to prove you can stand the heat... and then stripping down to a T-shirt in Winter to prove you can stand the cold.

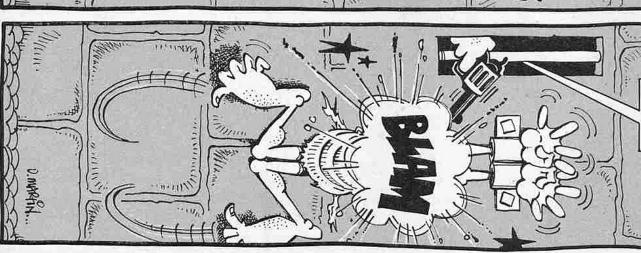
ONE MORNING IN THE DUNGEON ROOM

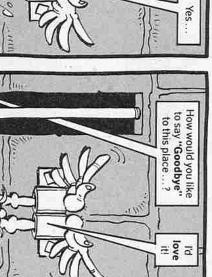
Can you hear me?











Goodbyell

NAUSEA

Oh, wow! Did I ever see one heck of a great horror movie! It was all about a chain saw killer who chopped up people!



He'd cut off their heads, and their arms, and their legs, and the whole movie was loaded with buckets of BLOOD ... and GORE!!



Hey!! You're not even listening! What 'n heck



Squeezing a



YECCH! How GROSS...!!

BERG'S-EYE VIEW DEPT.

THELIGHTE

DIVORCE

Well! This is the BIG DAY! Today is the day I go to Court to get my DIVORCE!!



And for such a SPECIAL OCCASION, I have to be PROPERLY DRESSED!!



I've been SAVING this dress for years! It's been cleaned and pressed and wrapped in a plastic bag ... waiting for the right moment!!



about

It's the same dress my Gee! What's MOTHER was Divorced in! so special



POLICEMEN





Really?! No kidding?!? Hey, I'm impressed! I'm so glad you told me!!



Here's your ticket for speeding!

Hey! If I'm the Son of the Chief of Police, WHY are you giving me a ticket?!?



that I'm doing my job!!

So your Old Man will know

RSIDEOF... ARTIST & WRITER DAVE BERG

CRIME



CULTURE



WHAT?!? You mean it's a CLASSICAL MUSIC CON-CERT... not a ROCK CONCERT?!? That's right! I'm trying to introduce you to some CULTURE instead of that GARBAGE you're always dragging ME to!

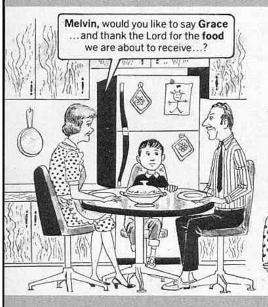


Besides! Those tickets cost me a lot of money!

OH, MY GOD!! THE TICKETS!! DON'T tell me you LEFT them HOME! WORSE than THAT!! I've GOT them...RIGHT HERE!



DINNER





SECRETS



DRUNK DRIVERS



Holy shmokes! Thieves broke into my car and stole everything! My radio...hic... my tape deck...my steering wheel...in fact, the whole darn instrument panel!!



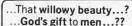


TELEPHONE CALLS

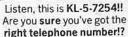














GRADES







BORROWING

Hey Stan, I'm really hotbut I ran out of quarters! Could you lend me a buck??



What's with you? That was Markone of your best friends! Yet you refused to do him a small favor!

And instead, I did him a BIG favor! By **NOT** tending him money, I KEPT him from coming down with an ILLNESS!



What possible illness could Mark come down with just because you lend him MONEY??



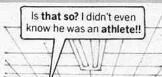
AMNESIA...!



STUDENTS











He writes me one in September ... and one in January... and one in March ... and one in May!



WORK



The Foreman hates me! The Workers hate me! The Customers hate me! The Union hates me! EVERYONE HATES ME!!







NEIGHBORS



Hmm! Let's see...! That was a cup of sugar, a tomato

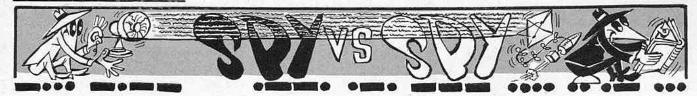


| think Mrs. Freen, my Mother would you left something



... and two plates of chocolate ice cream!

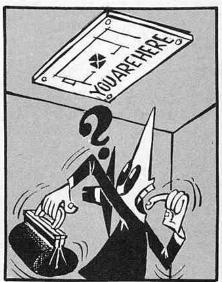




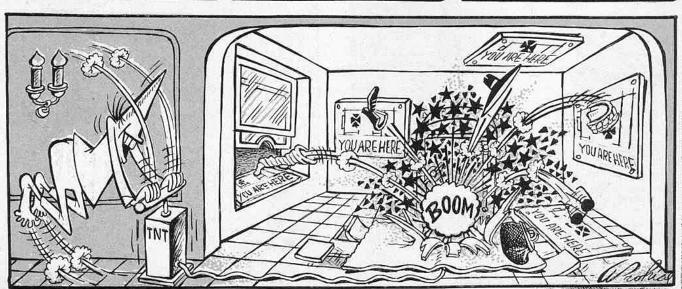










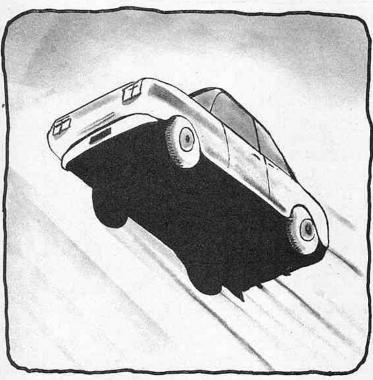


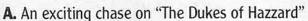




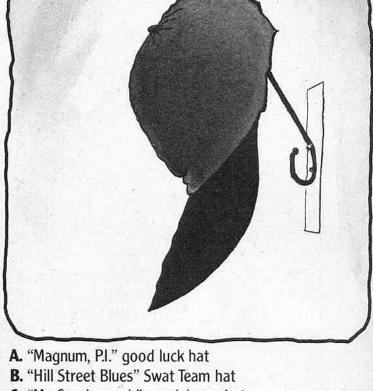
SO YOU THINK THERE'S A BORING "SAMENESS" ABOUT TELEVISION?

MAD'S MULTIPLE CHO





- B. A daring escape on "T.J. Hooker"
- C. A failed attempt on "That's Incredible"

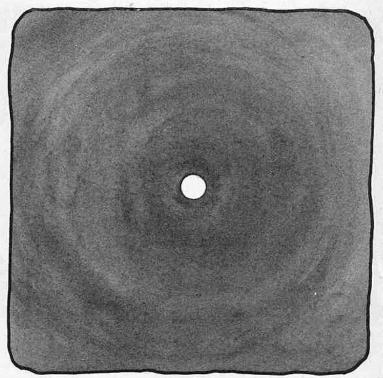


C. "Mr. Goodwrench" special care hat



A. Host on British mini-series

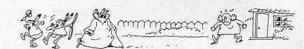
- B. Captain's table "extra" on "Love Boat"
- 20 C. Losing nominee at "Academy Awards"



A. Re-entry of space shuttle from 28 miles out

- B. Fly ball to center at Dodger Stadium night game.
- C. Shut-off fade-out on old black & white TV set.

WELL, LET'S SEE HOW RIGHT YOU ARE! TRY TAKING...

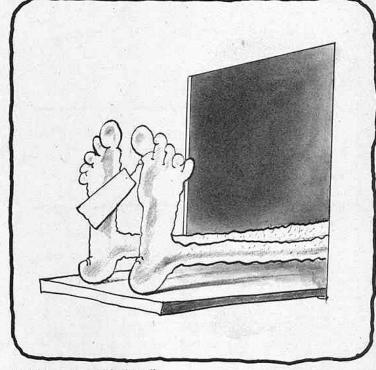


DICE TV SCENE TEST

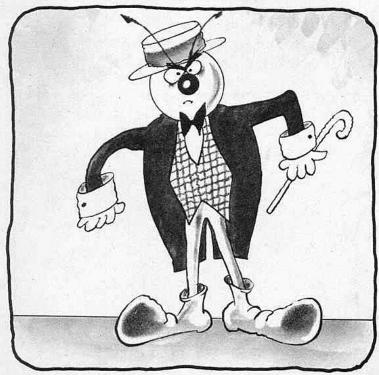
WRITER AND ARTIST: PAUL PETER PORGES



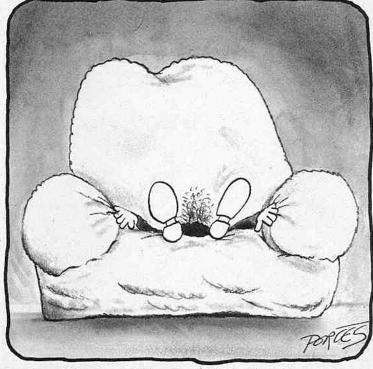
- A. Wrong film clip on "The Six O'Clock News"
- B. Failure of teleprompter on "Speak Your Mind"
- C. Last minute replacement Rabbi on "Sermonette"



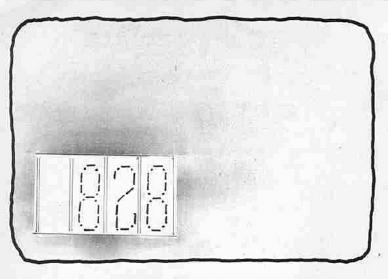
- A. Bit part on "Quincy"
- B. Important part on "St. Elsewhere"
- C. Guest star's part on "Trapper John"



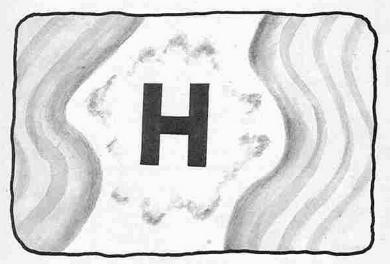
- A. Saturday morning "Kiddie Cartoon" feature
- **B.** Sunday morning "Educational Cartoon" segment
- C. Monday morning "Pest Control" commercial



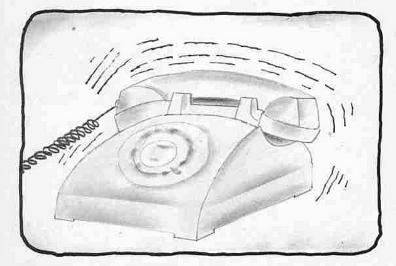
- A. Gary Coleman on "The Mery Griffin Show"
- B. Herve Villechaize on "The Johnny Carson Show"
- C. Paul Williams on "The Paul Williams Show"



- A. Two minutes to go on "Good Morning America"
- B. Time left to play in "Super Bowl '84"
- C. Price for L.P. or Tape of "Guy Lombardo's Hits"



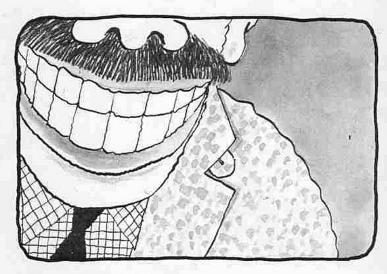
- A. Relief for hay fever sufferers
- B. Relief for hemorrhoid sufferers
- C. Relief for rainy spell over the Ohio valley



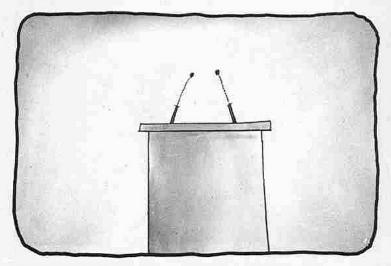
- A. Bad news from someone on "All My Children"
- **B.** Good news from someone on "General Hospital"
- C. \$34 pledge from The Boys at the Shamrock Bar for "The Jerry Lewis Telethon!"



- A. The wounded arrive on a "M*A*S*H" re-run
- B. The gang on "The 'A' Team" escape a trap
- C. The President leaves for Camp David



- A. Close-up of Tom Selleck
- B. Close-up of Burt Reynolds
- C. Close-up of G. Gordon Liddy



- A. Contestant on "Game Show" faints after winning
- B. Emcee on "Celebrity Roast" pratfalls after bombing
- C. Politician at "Press Conference" leaves after first embarrassing question

ONE AFTERNOON IN THE SCHOOLROOM

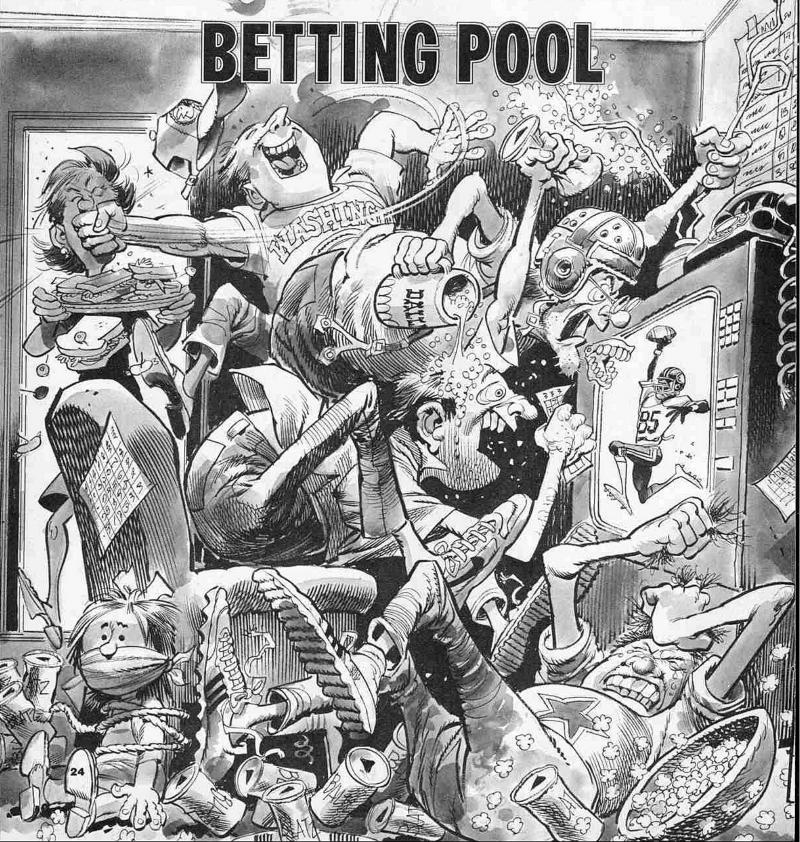






BET IT LIKE IT IS DEPT.

MAD'S ALL-INCLUSIVE "MONDAY NICHT FOOTBALL"



MINN V DEGO		7					
MINN. V. DETROIT ARTIST: JACK DAVIS DEC. 5 WRITER: MIKE SNIDER		SKIP		DAV	EC	45	
		H.		F.		ī.	LA
WASH.	DALLAS WASH.			30	9		+-
First Downs DALLA	5	6	5		7	7	[4]
Turnovers DALLA		64		9	8		4
Time of WASH.		03		20	4	h l	
Ball Possession WASH.	DALLAS WASH.			1. 1 hr.		hr.	= 3
Time of GOSE	Time of GOSELL			1.7 hr.	1.7	hr.	2.
Microphone Possession MERED	7ITH PRD	2.3 hr .9 hr .3 hr	:	.4 hr.	3	hr.	2.
Tite Beer Commercials	Litte Beer Commercials			.5 hr.	.3	hr.	
Number of Times Singer's Voice Cracks During National Anthem		3		4	3		9
Dall Spikes After TD				2	3		5
"Tushy Taps" On-Camera	71	2 9		2	3		5
"Hi Moms", Players Fans	115	55	-	5	7		4
Crotch Grabs Players Fans				4	31		54
Fans Frisbees Thrown On Field		126		15	19		21
Idiots In The Stand		4		5	9		13
- Carr OOW DOV Hate		57	19				2
Cumulative Time Camera Stays On Cheerleaders		9 min			12		14
Longest Word Used by Const.		38 500		2 min. 5 sec.	6 Min 3 sec		10 mi
(III Syllables)		5		9	6		
Blatant Instances of Name- Dropping By Cosell		38	27		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		8
Cosell Stories That Begin "This is reminiscent of an atlanta		5	-	-/	18	4	12
Number Of Times T		22	1	9	23		30
M C W A [:2]		6	1	0	19		4
Number Of Times Meredith Sings "The Party's Over"		5			1.7	/	2
Announcer References To Vince Lombardi			4		5	2	3
Promos For "Wide World Of Sports"		2	2	2	3		3
wumper Of "Trbbb"	1	4	18	3	22.	+	
In Post-Game Interview	1	2	5			3	
Percentage Of Viewers Still Watching At End Of Post-Game Show		7			6	10)
2 St-Game Show		3	.0.	5	9	7	25

PAST-ASIDES DEPT.

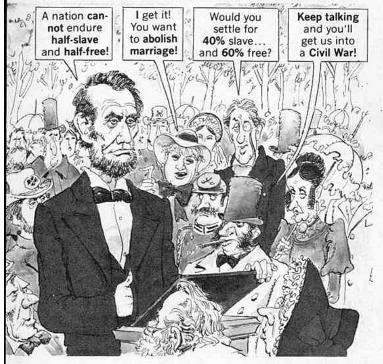


We've been hearing a lot lately about how people today are cynical, jaded, sarcastic and over-critical. Back in the old days, it was supposed to be a lot different. Back in the old days, people were supposed to be simpler,

FAMOUS Q ...AND HOW THE PEOPLE BA

ARTIST: HARRY NORTH

ABRAHAM LINCOLN... IN 1858...



PATRICK HENRY...IN 1775...

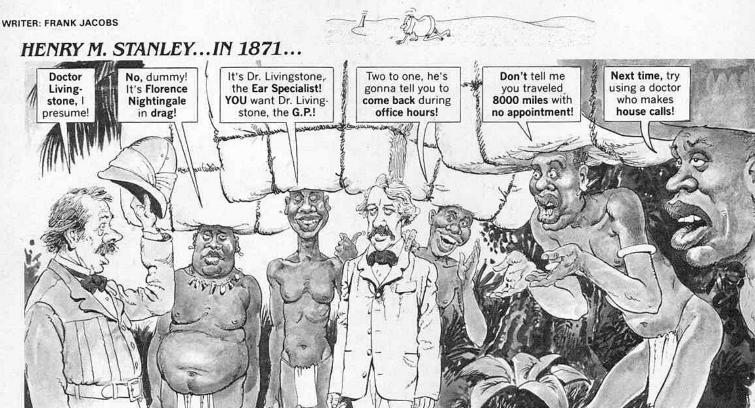


FRANKLIN D. ROOSEVELT...IN 1933...

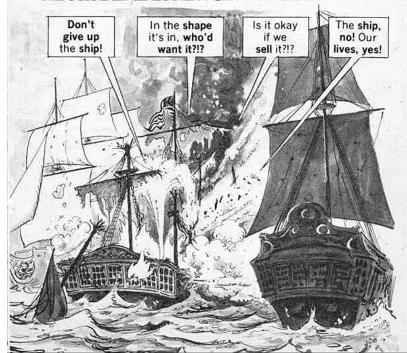


more believing and easier to convince. But, were they really? To find out, let's travel back in time and see how folks in years gone by responded to words of wisdom, hope and courage. Which is our sneaky way of presenting:

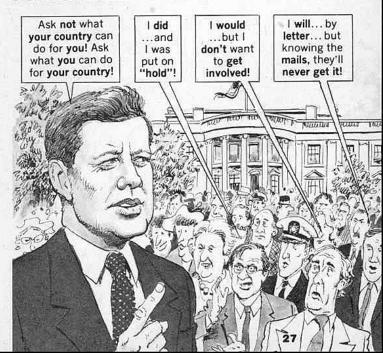
UOTATIONS CK THEN REACTED TO THEM



ADMIRAL LAWRENCE...IN 1813...

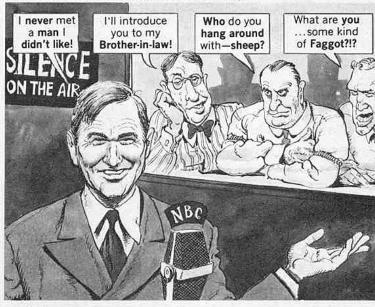


JOHN F. KENNEDY...IN 1961...





WILL ROGERS... IN 1930...



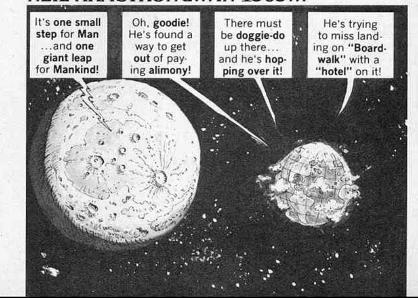
RICHARD M. NIXON... IN 1974...



ADMIRAL PERRY...IN 1813...



NEIL ARMSTRONG...IN 1969...



Hi! I'm Dolly Lee-a Secretary! And I know what you're thinking! That with a body like mine, I probably played "hanky-panky" with the Producer to get me this part! Well, | didn't! | just asked my real-life sister, Dolly Parton, to use her influence to get me this part!

I'm Juicy! The way most Secretaries are played on Television, they set the Women's Rights Movement back 30 years! That's why I'M a giant step forward! The way I play a Secretary, I only set the Women's Rights Movement back 5 years ...well, 10 tops!!

I'm Violent! I don't take any nonsense from male superiors! so I keep telling my Boss, Mr. Hard, that even though I'm a woman, I can do anything a man can do! I told him that again yesterday —while we were standing at the urinals in the Men's Room!

I'm Razz, the Office Spy! I play a woman who's not above using her body to get ahead in this cutthroat male business world! Why, just the other day, I gave my body to the guy in Mail Room in exchange for a 20¢ stamp from the postage meter!

I'm Mr. Hard! I'm the Boss of this department! I act silly and do stupid things! But only to make the girls feel superior! Actually, I'm a pretty sharp, clever guy! Now, if you'll excuse me... I think I hear my typewriter ringing!



SCHLOCK-WATCHING DEPT.

Okay, gang... you've met the cast of this idiotic TV Sitcom! As you can see, they come to work at an office in the morning... and it's-



ARTIST: ANGELO TORRES

Good

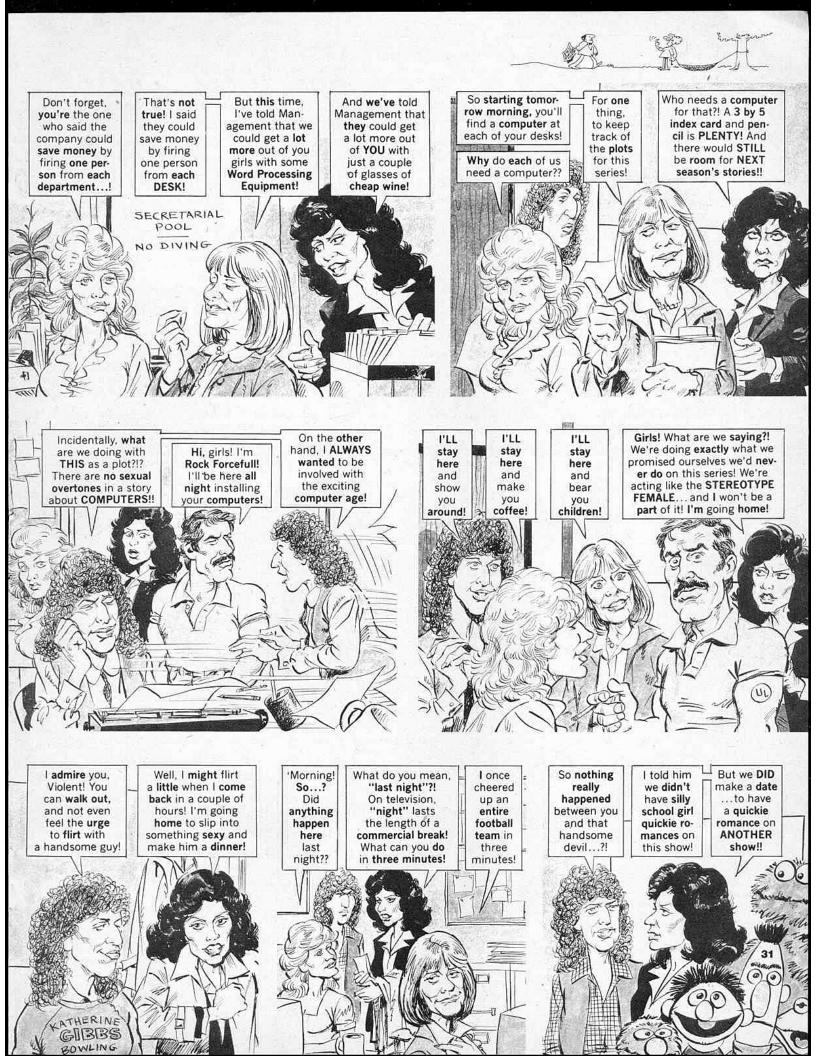
Good morn-

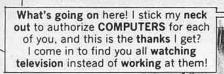
WRITER: DICK DE BARTOLO











Mr. Hard... these ARE the computers!

Well, of course! I knew that! You think I'm stupid or something! Listendo me a favor! If any cartoon shows come on, call me!

Can I ask a question?? If the movie version of "9 to 5" starred Dolly Parton, Jane Fonda and Lily Tomlin, how come none of them wanted to do the television show?!

I guess that they felt it would only be more of the same kind of thing ...!

What do you mean, "only more of the same kind of thing"!? The movie was a COMEDY!!





The phone's ringing!

So ...? Answer it . . .!

But what's the name of the COMPANY we work for?! In two seasons of shows. I think I've heard it... maybe twice!

(YUCK)

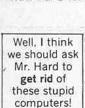
Gee...you know you're right! Take a look! Is it on our stationery?

WHAT stationery?! In two seasons of shows, we've never sent a LETTER!

Now that you MENTION it, why do we need computers in the first place? Gee, we do absolutely nothing for five days a week!!

Yes, but with our computers, we'll be able to do absolutely nothing in only a day and a half! That will give us so much more time to just relax!





Get RID of them?! Hey, I want you girls to know I had to do some very kinky things with the computer SALESMAN to get these units for \$5000 apiece!

Yeah... we can imagine! Since they're SUPPOSED to cost \$4000 apiece!



Gee, girls! A "Welcome Back Party"! But, WHY? I haven't gone anywhere!!

Don't be modest! You went to the Ladies Room!

Y'know, girls, it's getting near the end of the show, and we haven't done anything really significant for the betterment of Women in Business!

I did!! At lunch, smoked THREE Virginia Slims!!







I know what we'll do! Mr. Hard had asked us to prepare something for the Company Picnic on Saturday! I'll use my computer to compose a poem about "The Feminine Mystique"! I'll use MY computer to list the accomplishments of the world's great women! And I'll use MY computer to get me a HOT DATE!!



Girls, FORGET about using your computers to help with the "Company Picnic"! Start thinking about the "Company Wet T-Shirt Contest"...! ORDERS... from HIGH UP!!

The President of this Company wants us to hold a—a "WET T-SHIRT CONTEST"?!?

No... HIGHER than that! The Producer of this SHOW wants us to hold a "WET T-SHIRT CONTEST"!! These are the ratings for episodes with "Women At The Office Should Be Treated Fair" themes!

...and these... when we resorted to STANDARD COMEDY SCHTICK! Gee, the TV audience at home doesn't CARE about Women's Equality at the Office! Maybe! Or it could be that men... who are the Bosses during the day... are ALSO the Bosses over what gets watched at home!!







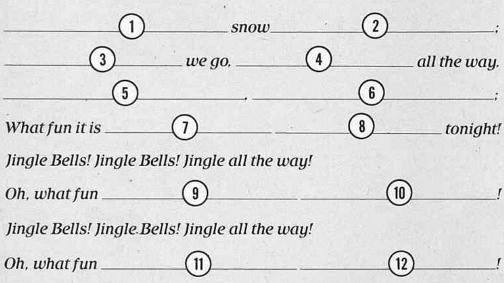


THE RHYMES THEY ARE A-CHANGING DEPT.

Once again, Christmas is almost upon us... and once again, we're about to be bombarded day and night with the same old tired Christmas songs and carols. But take heart, dear MAD reader! Now, you can construct your very own, brand new and exciting Christmas song! Simply fill in the numbered blanks from the corresponding numbered lists, and you're creating

MAD'S ALL-INCLUSIVE DO-IT-YOURSELF

JINGLE BELLS"





Dashing through the
Passed out in the
Talking to the
Buried under
Eating globs of
Surfing in the
Looking for some
Snorting lines of





Bells on bobtail ring Swedish tenors sing Dwarfs with static-cling Klingons do their thing With my houseboy Ching See some ding-a-ling Shepherds on a fling Here comes Alan King



it is to ride
to spread the flu
Ted Koppel has
to count your toes
to clone George Bush
to wear a leash
to self-destruct
when droids make out







in a one-horse open sleigh
with a Fresno CPA
in a stolen Chevrolet
with a Latvian gourmet
with a loan-shark I can't pay
in a black lace negligée
in a thrift shop in L.A.
with my basset hound José



o'er the fields
past the guards
vulcanized
pigging out
through Spokane
born again
passing Mars
in a trance





laughing barfing mumbling reeking molting cringing fdaming oozing



making spirits bright screaming for Ted Knight quivering with fright guzzling Miller Lite causing urban blight via satellite itching for a fight stoned on anthracite



to ride and sing
to scream in pain
when werewolves croon
to belch off-key
when Mongols chant
when geese perform
when Libras hum
to sing in trance



a sleighing song at Wrigley Field in Portuguese with Tip O'Neill in Leavenworth

in Leavenworth on Channel 4 in Bloodmobiles at supper clubs





in a one-horse open sleigh
when the Bears and Packers play
with my nephew Carol Mae
getting swacked on Beaujolais
with the ghost of Henry Clay
with the Tulsa PTA
with a toothless divorcée
baked inside a cheese soufflé



it is to ride
to flog yourself
to housebreak ants
to yodel "Taps"
to cross the Alps
to change your sex
to freebase soot
to phone E.T.

in a one-horse open sleigh when your arteries decay on the road to Mandalay hitting fungos with Ron Cey mixing gin with Fabergé followed by the CIA in a yellow-green toupee any time but Christmas day



ABSURD-OF-MOUTH DEPT.

Since the beginning of time, people have been looking desperately for ways of communicating with each other. It hasn't been easy, but the fact that after

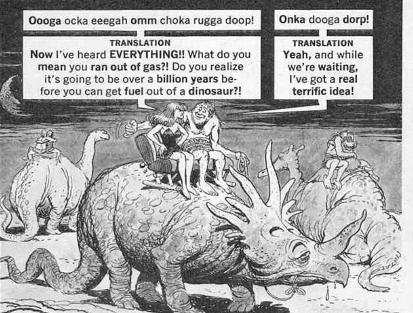
all these years, we have finally succeeded is an important reason why we are all now living in such a beautiful and harmonious world where the catchwords

A MAD HIS COMMU

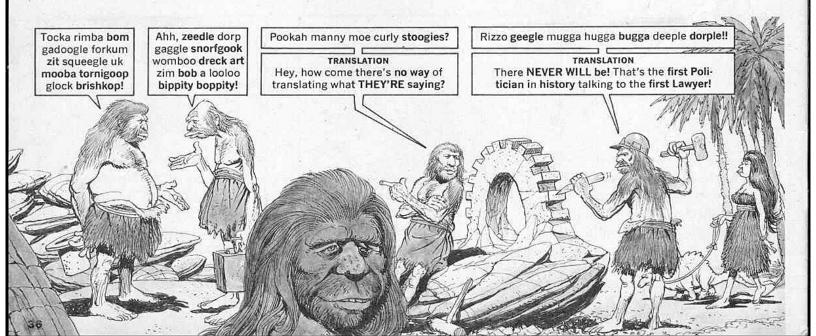
ARTIST: GEORGE WOODBRIDGE

VERBAL COMMUNICATION

The very earliest forms of human communication considered consisted mainly of prehistoric people exchanging idiotic, unintelligible noises.







are love and tolerance and peace and . . . aw, forget it! Now you know why we've always considered writing introductions to these articles a complete waste of

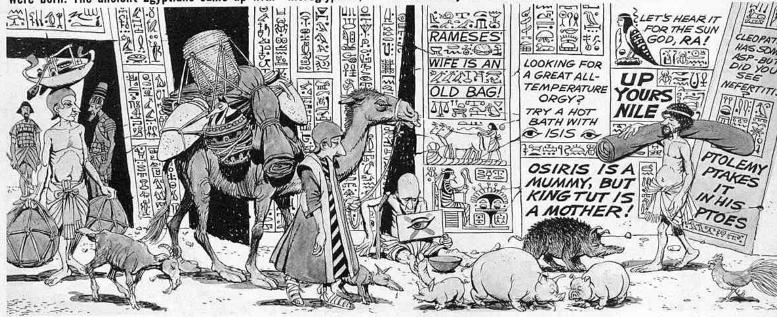
time! But... as long as you're wasting yours reading this one, you might as well kill a few more minutes and read the garbage that follows, which we call...

TORYOF NICATION

WRITER: LARRY SIEGEL

HIEROGLYPHICS

As languages began to develop, other methods of communication were born. The ancient Egyptians came up with "hieroglyphics," a clever form of "wall art," some aspects of which contributed immeasurably to the evolution of 20th Century communication.



COURIERS

About the same time, in ancient Rome, messages were being carried by fleet-footed couriers who sometimes ran hundreds of miles.

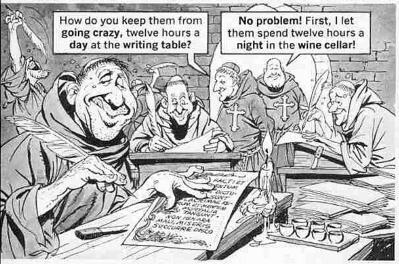


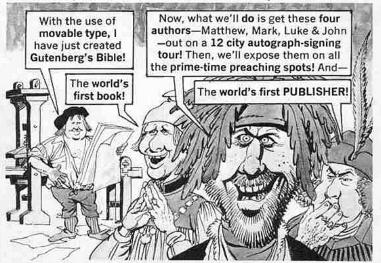
THE PRINTING PRESS

Before the advent of "print" media as we know it today, the written word was transcribed in a very primitive manner.

Monks, working laboriously with quills, often spent hours, even days, writing no more than four or five letters at the most . . .

Then, in 15th Century Germany, a fantastic phenomenon occurred. An obscure printer demonstrated a revolutionary new method . . .





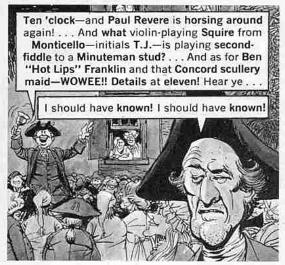
THE TOWN CRIER

Some time later, far across the sea in the New World, the Town Crier became a popular method of communication. It was the Town

Crier's job to notify the Colonists of the correct time . . . and anything else of importance that might be happening in the area.

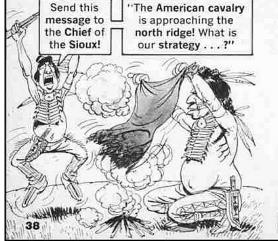




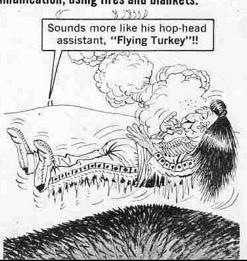


SMOKE SIGNALS

Further west on the plains, the American Indians were engaged in still another form of communication, using fires and blankets.







MAIL

In the middle of the 19th Century, the U.S. Mail System was officially established, further enhancing methods of communication.

A government agent on horseback could deliver a letter from St. Joseph, Missouri, to Dodge City, Kansas, in a matter of weeks.

Today, thanks to modern postal techniques, a mailman can deliver a letter from Manhattan to Brooklyn in a matter of months.



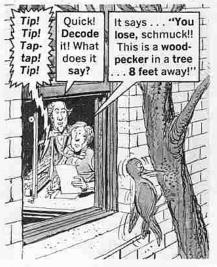


THE TELEGRAPH

Concurrently in this country, a man named Samuel Morse perfected a revolutionary system of communication called the telegraph.

But before he finally succeeded, like so many other inventors, he had to undergo enormous periods of failure and frustration.







THE TELEPHONE

A few years later, Alexander Graham Bell came up with an even more remarkable invention that transmitted human voice over wire.



Good! Now here's what we'll do! We'll establish a monopoly . . . control all telephone operations . . . set up a system of charges based on the "message unit"—something nobody, including us, understands . . . raise those rates whenever we want to boost our profits . . .

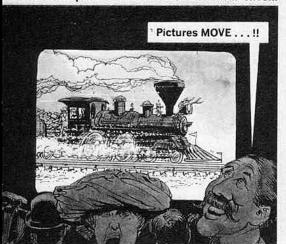




MOTION PICTURES

Then, in 1893, Thomas Edison, the inventor of the electric light and the phonograph, came up with a truly momentous development.

An enraptured audience reacted with shock.



In 1927, a new system was introduced.



Then along came wide screens, stereophonic sound, rampant violence and Clint Eastwood.





RADIO

Shortly after, Guglielmo Marconi invented the first wireless . . .

What's that Marconi is inventing Sqwawk! Screech! Graack! Breeeep! ungodly sound?! the wireless radio!!

Today, almost one hundred years later, here's where we're at . . .



ELEVISION

Then, along came what may be considered the greatest invention in the field of communication ever . . . the perfect successor to radio, a wonder called television. TV (as it is now known) has developed over the years, spawning such memorable creations as:

... Pop Music Shows ...

Ahh yo mah baybah? Yah, Ah'm yo baybah 'Cause Ah'm yo an' yo may baybah baybah . . . baybah! ... baybah, baybah!

. . . Animated Cartoons . . .



... And "Country & Western" SitComs ...



AND SO. IN ESSENCENCE, AFTER MILLIONS OF YEARS OF DEVELOP-MENT . . . THANKS LARGELY TO RADIO AND TELEVISION . . . HUMAN COMMUNICATION TODAY CONSISTS MAINLY OF CIVILIZED PEOPLE EXCHANGING IDIOTIC, UNINTELLIGIBLE NOISES. SOME PROGRESS! Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the second in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

MAD'S APTITUDE TEST NUMBER WILLYOU MAKE A DTEACHE

- You wish to become a teacher. This requires a fierce desire to:
 - A. Learn first-hand what it's like to live at the poverty level.
 - B. Discover how much abuse a human being is able to withstand.
 - C. Somehow survive until you're able to retire and draw your pension.
 - D. All of the above.



- 2. Looking at the above, you should be able to tell that it is:
 - A. The Faculty Lounge at a typical junior high school.
 - B. A teacher's version of a luxury apartment.
 - C. The set for a Senior Class play.
 - D. Any of the above.
- 3. As a high-school teacher, your class is disrupted by three unruly students playing a "boom box" at peak volume. What should you do before trying to take away the radio?
 - A. Make sure that your medical insurance is paid up.
 - B. Find out if injuries such as concussion and broken ribs will interfere with your teaching duties the rest of the term.
 - C. Have yourself examined by a qualified psychiatrist.
 - D. All of the above.
- 4. The three students punch you out. After you regain consciousness, you complain to the principal. You can count on him to tell you:

- A. "Forget it. Boys will be boys."
- B. "Forget it. Girls will be girls."
- C. "It's obvious you're not getting through to them."
- D. Any of the above.
- 5. Complete the following. In prestige, salary and respect in the community, a teacher's job compares favorably with that of
 - A. A busboy.
 - B. A Haitian refugee.
 - C. A migrant worker.
 - D. All of the above.
- 6. For homework, you assign your class a difficult problem to solve. The next day you call on one student to give the answer. Which one?
 - A. The dumbest in the class so you can be entertained by his fumbling, bumbling attempts at
 - B. The worst behaved in the class so you can get some revenge for his turning your classroom into a shambles.
 - C. The smartest in the class so that you can find out what the answer is.
 - D. Any of the above.
- 7. As a teacher, you discover several students getting high on grass. Your proper response is to:
 - A. Be glad it's only grass.
 - B. Confiscate it, then take it home to compare it with your own.
 - C. Let them get stoned since they sleep through your classes anyway.
 - D. Any of the above.

- 8. A look at the numbers above should tell you that this teacher is:
 - A. Figuring out how many hours of moonlighting it will take for her income to equal that of a street-cleaner.

- B. Calculating how many more days of hell she'll have to face until Christmas Vacation.
- C. Figuring how much in debt she'll be if she has steak twice a month.
- D. Any of the above.
- 9. As a teacher, your summer vacation can prove of value, because:
 - A. You can make more in three months as a fill-in factory worker than in the nine you spend teaching.
 - B. It takes that long for the welts and bruises to completely disарреаг.
 - C. You can relax, mull over your life, and decide whether you might want to go into a less hectic, stress-ridden career, such as air traffic controller.
 - D. Any of the above.



- 10. You discover that one-fourth of your class is failing a required subject. What should you do?
 - A. Pass them anyway so you won't have to put up with them next
 - B. Transfer to another school where they don't know what a dud vou are.
 - C. Realize at last that you are in the wrong profession.
 - D. Any of the above.

SCORING

you have the ability to make a swell Teacher. suonsand out fo Ilb ot " a" bornwan not fl 41

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



... she insists that her diamond engagement ring be a lot larger than the one you gave your first wife.

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



. . . he comes home with a bouquet of "Happy Anniversary" flowers . . . and it's the date of his former anniversary.

YOU KNOW YOU'RE IN A SECOND MARRIAGE



. . . you have to go to work in order to make ends meet because of your Husband's incredible alimony payments.

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN.



... you suddenly see trouble and heartache ahead as your kids and his kids start a huge fight . . . at your wedding.

RE-WEDDED BLITZ DEPT.

YOU KNOW SEC MAR

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



. . . you find yourself stuck with amusing his kids when they visit him on Sunday . . . while he watches football.

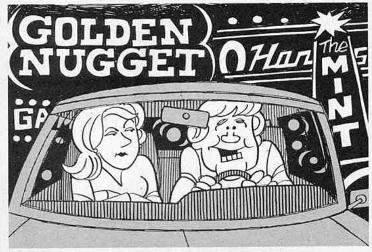
YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



... your Wife told you everything before you were married ... except that her Son is the drummer in a Punk Rock Band.

YOU'RE IN A RAGE

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN



. . . he raves about the fun you had the last time you were in Las Vegas . . . and you've never been to Las Vegas before.

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



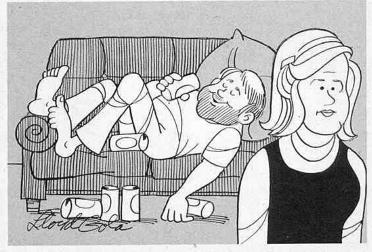
... your Husband told you everything before you were married . . . except that his Daughter runs with the "Hell's Angels".

YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



. . your new Mother-In-Law keeps calling you "Nancy"... and your name is Mary Lou!

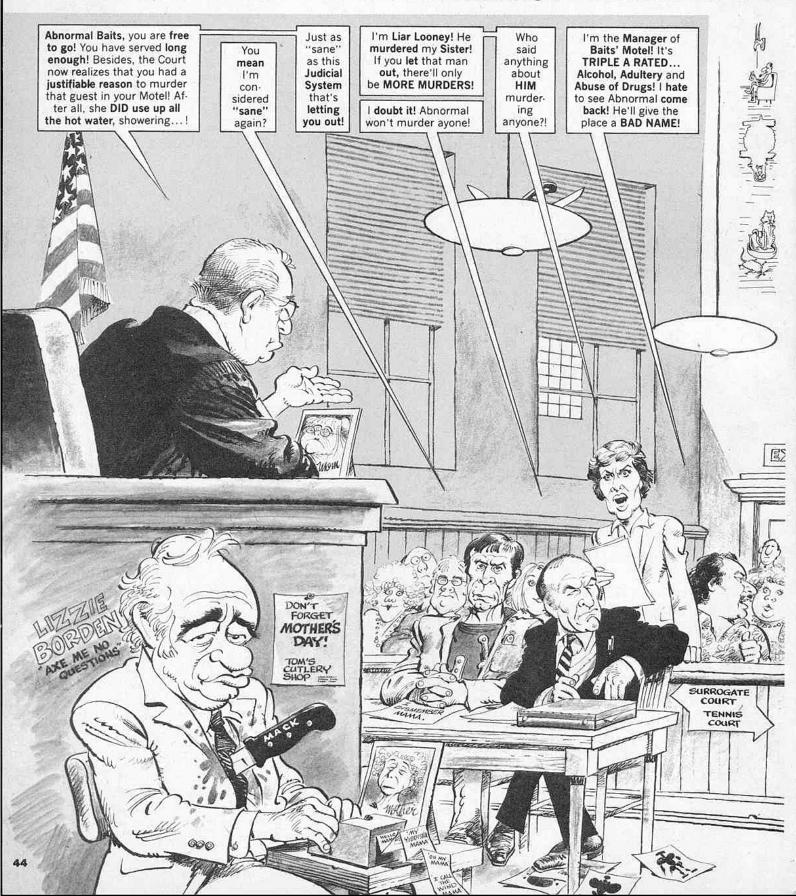
YOU KNOW YOU'RE IN A SECOND MARRIAGE WHEN...



... you are horrified to discover that your second Husband is actually starting to make your first Husband look good. 43

I DISMEMBER MAMA DEPT.

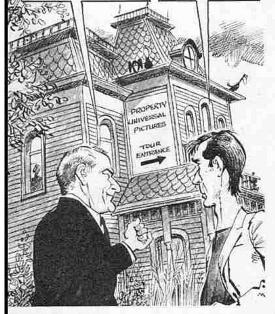
A long time ago, they made a movie about a Psycho who poisoned his mother and then hacked up a few other people. In the end, he was put into a hospital for the criminally insane. But after twenty years, they released him so he could commit an even more disgusting crime...making this sequel to that first movie! But this time around, he's not the only weird one. He's surrounded by several women who are...



Are you sure you want to stay here in this old house, Abnormal? It COULD bring back memories of the past!

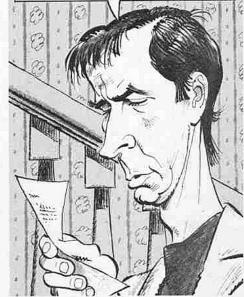
My boyfriend

I'm a STRONGER PERSON now! I can handle them, Mother...uh... I mean, Doctor!



Hmm! Someone left me a note! It says:

"Abnormal, why didn't you tell me you were going to be imprisoned for twenty years? My hot tea must be ice cold by now!" And it's signed, "MOTHER"...!!



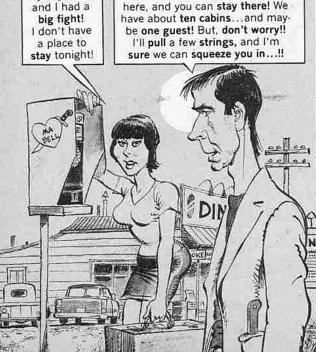
I think you'll like working here, Baits! You'll get to CUT UP meat...and CHOP UP lettuce...and SLICE UP pie!

Gee... I feel at home already!



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO



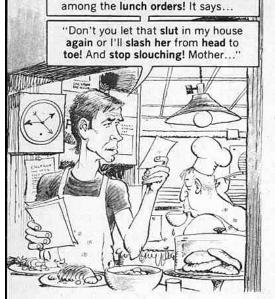
Well, I own a Motel not far from

Abnormal. One is for "cold" how come vour shower ..one is for has three faucets??

That makes me feel a little squeamish! Keep an eye on me, won't you?

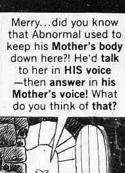
Don't worry, Merry! In this house,





Hmm! Someone left me another note





Sounds like if Abnormal had gone into SHOW BIZ, "Wayland Flowers and Madame" might have had stiff competition!!



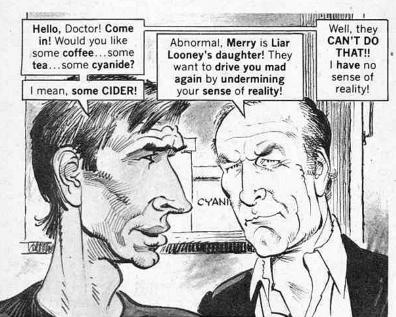




Well? NOW



Well, she





CONTRACTOR

I-I think so, Doctor ...!





I-I-I've h-heard about women b-being U-UPSET when they s-see s-someone else w-wearing the S-SAME OUTFIT th-they're w-w-wearing...b-but this is ridiculous!







My God! I didn't MEAN to kill you! It was an accident!! It's just that I've been feeling so high-strung and jumpy lately!! But, I don't have to tell YOU that, do 1?! You're a DOCTOR!

I-I-gasp-never should've s-sneaked in here to s-snoop around! Now I SEE why Doctors n-never make h-house calls!



Don't be upset, Abnormal! I just shot Merry! She was dressed as your Mother, and she'd just killed your Doctor!

Hey, Sheriff... there's ANOTHER dead body in the cellar, and it's ALSO dressed as

Let's face it, Abnormal! You're just so CUTE... everybody wants to

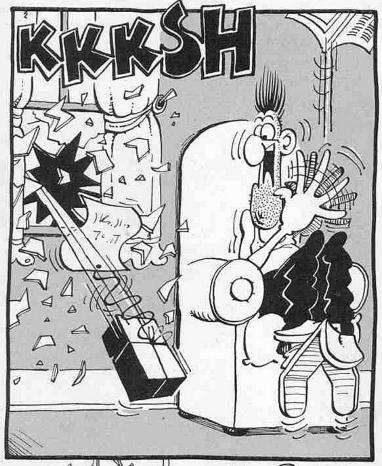


I-I'm sorry I whacked you over the head with the shovel and killed you, Mrs. Fool! Why, I even believed you when you told me you were my REAL MOTHER! And I even believed you when you told me Mrs. Bates was really YOUR SISTER and MY AUNT...

...but when you told me DARTH VADER was my REAL FATHER ... I guess I just snapped!



ONE EYENING IN THE LIVING ROOM









WHAT

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

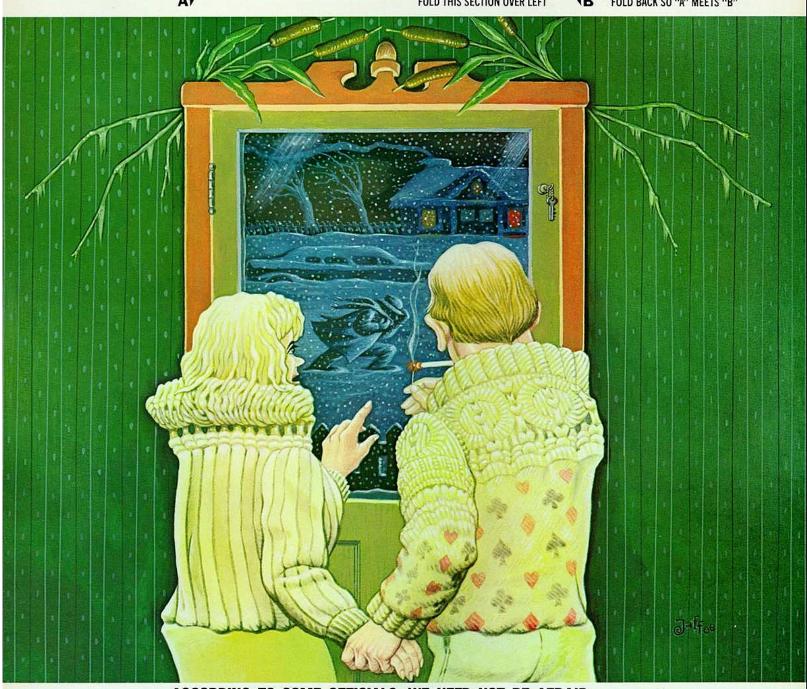
The world's weather is constantly shifting, and recent reports of certain atmospheric changes are having a chilling effect on us all. To find out exactly what these reports are telling us about, fold in page as shown.



A

FOLD THIS SECTION OVER LEFT

(B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER: AL JAFFEE

A

ACCORDING TO SOME OFFICIALS, WE NEED NOT BE AFRAID OF BAD WEATHER. BUT LATELY, SCIENTISTS ARE RATHER UPSET BY THE REPORTS THAT'VE BEEN COMING IN

